



Presents



Re-Imagining the Arts in Long Beach

....Building A New Creative Master Plan

A Community Television Special

Saturday, November 3, 2007, 2-4pm

Hosted and Co-Presented by

Museum of Latin American Art

Produced by Really Big Boom Productions

In association with

Charter Communications

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The Creativity Network, in partnership with the Museum of Latin American Art, is presenting a first ever Community Television Special and Town Hall Meeting, ***Re-Imagining the Arts in Long Beach*** on **Saturday, November 3rd, from 2 - 4 pm**. Produced by *Really Big Boom Productions* in association with Charter Communications, the goals of this two hour special are to create a dialogue on the future of the Arts in Long Beach and to develop action steps for recommendations to policy makers and the Creative Community.

This dialogue and exchange of ideas are part of a city wide effort to update the Creativity/Cultural Master Plan for Long Beach. It is our additional goal that this Town Hall meeting will kick off a series of community forums in each of the Council Districts to *vision* the future of the arts in Long Beach. The resulting dialogue and recommendations will be incorporated into any future Creativity/Cultural Master Plan and presented to the Mayor and City Council for consideration and action.

PRE SHOW WORKSHOPS

In order to prepare for the Town Hall meeting, a series of workshops are planned on **Saturday, October 27, 1 – 5 pm** at *Renaissance High School for the Arts* as part of *University by the Sea* weekend. The workshops will frame the Agenda and generate a series of action steps for presentation and further discussion in the televised program with a larger audience present. These panels will explore and expand on a number of issues identified from past Creativity Network surveys and community forums:

A. INVESTING IN THE CREATIVE COMMUNITY: STRATEGIES FOR GOVERNMENT, PRIVATE AND NON-PROFIT SECTORS

Workshop Leader: Justin Hectus,
President of Arts Council for Long Beach

1:30-3pm

Examining the role of government, the private and non-profit sectors in developing and supporting the Creative Community.



B. ART AND CULTURE AS AN ECONOMIC ENGINE

Workshop Leader: Bob Maguglin, Director of Public Relations, Long Beach Area Convention & Visitors Bureau

1:30-3pm

Creation and promotion of creative industries, organizations and individuals as an economic driver for the city

C. ARTS EDUCATION

Workshop Leader: Ilee Kaplan, Associate Director, University Art Museum, CSULB

3:30-5:00pm

Developing future Creative Leaders, Patrons and audiences

D. MAKING THE LIVABLE CITY FOR THE CREATIVE CLASS

Workshop Leader: Brian Ulaszewski, Architect, Vice-chair, Cultural Heritage Commission.

3:30-5:00pm

What Artists, community based arts organizations and institutions need in order to develop, grow, and flourish in Long Beach

TELEVISED SHOW



On **Saturday, November 3rd** at **the Museum of Latin American Art**, the Panel Leaders will join the host on the set before a live audience for a two hour show. The results of the previous week's workshops will form the basis for the discussion by the panel leaders and the audience. The audience will have an opportunity to feed questions to the panelists through the host. We'll construct a large canvass on set upon which an intern will write the final action steps generated through the discussion.

Show Producers: Antonio Pedro Ruiz and Ron Petke

Re-Imagining the Arts in Long Beach is supported by committed partners, including:

- Arts Council for Long Beach
- Charter Communications
- College of the Arts, CSULB
- Downtown Long Beach Associates
- East Village Arts District, Inc.
- LBReport.com
- LongBeachCulture.org



(More partners

- Museum of Latin American Art)
- Renaissance High School for the Arts
- University by the Sea

And

- Phil Appleby, East Village businessperson, Creativity Advocate
- Kamran Assadi, East Village businessperson, Artist, Creativity Advocate
- Slater Barron, Artist
- Thomas Fields, Businessperson and Civic Leader
- John Montich, Artist
- Shelley RuggThorp, Artist
- John Sanders, Artist
- Michael Stearns, Businessperson, Artist, Owner Gallery 33, Creativity Advocate
- Doug Otto, Attorney and Civic Leader

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AIR DATES:

- Premiere: Sunday, November 11, 5pm, Channel 3
- Repeats:
 - Sunday, November 18, 5pm, Channel 3
 - Sunday, November 25, 5pm, Channel 3
- Available on Video on Demand, Channel 999, Local Interest